

Advertising on websites and in publications

Introduction

This note sets out a general policy for the sale of advertising on the Bioenergy Association websites and in the Bioflash newsletter and publications. Non members can advertise but the priority is for members.





The Association undertakes significant advocacy work at conferences, webinars and media statements and the resulting enquiries are directed to the specific websites. In order to generate income the Association sells advertising. Advertising gives extensive promotion to a wide range of people interested in bioenergy products or services.

Advertising on the websites

Association websites are the primary source of information on waste-to-energy/biogas, wood fuel, and liquids biofuels & co-products in New Zealand and Australia.

The websites are presented as portals for New Zealand and Australia information so that high numbers of visits are generated and each is structured so as to draw the visitor's attention to the capabilities and products available from members. The websites have a high daily visitor rate (averaging 70-100 visits per day) and achieve high ranking in search engines (generally features in the first page of a search).

Members have a wide range of different expertise and experience so that any job can be undertaken. Members and non-members may promote services and capabilities according to their category levels on the association's website pages as follows:

	Contact an Expert listing – our members have a wide range of bioenergy expertise and experience. www.bioenergy.org.nz/contact-expert
	Waste-to-Energy/Biogas Equipment Catalogue – highlights the range of equipment, services and products available throughout New Zealand and Australia. www.biogas.org.nz/biogas-equipment-catalogue
	Liquid Biofuels & Co-products Equipment Catalogue – highlights the range of liquid biofuel services and products offered by Bioenergy Association members throughout New Zealand and Australia. www.liquidbiofuels.org.nz/liquid-biofuels-equipment-catalogue
	Wood Energy Equipment Catalogue www.usewoodfuel.org.nz/wood-equipment-catalogue - highlights the range of equipment or services available throughout New Zealand and Australia.



Bioenergy Facilities Directory

www.bioenergyfacilities.org.nz

The Bioenergy Association Facilities directory is a comprehensive source of information on bioenergy projects in operation New Zealand, and to projects developed by New Zealand based companies.

Advertising requests should be directed to admin@bioenergy.org.nz. Prices shown are GST excl.

In general, it is expected that advertising will focus on the placing of an advert image or a brand owner's logo in a publication or on the websites. Links from the advert will take the viewer either to the advertiser's profile (for members) or directly to their website (for non-members). Pricing has been developed on that basis.

The Association will consider text and advertisement images requests for:

- jobs
- sale of goods and services
- dedicated mail outs using the association's contact database.

Figure 1 below shows how your advertisement would appear on the main Association website or in any of its outreach specific topic websites. The advertisement would sit on the right-hand side of the webpage and measure 246 pixels x 222 pixels or approximately 6.5cm (h) x 5.8cm (w).



Fig. 1: Example of advertising on the websites

The cost of placing an advertisement on our websites are laid out in *Table 1* below. We would be happy to discuss advertising packages that best suit your needs.

Table 1: Advertising rates for the websites:

Location	Cost (members)	Cost (non-members)	Size (h) x (w)
* Any website secondary pages and Bioenergy Facilities Directory (As shown in Fig 1)	\$200+GST for 3 months (min period)	\$350+GST for 3 months (min period)	Advert image or logo (246 x 222 pixels or 6.5 x 5.84cms)
	\$300 +GST for 6 months (min period)	\$450+GST for 6 months (min period)	Advert image (246 x 222 pixels or 6.5 x 5.84cms)
Any website Homepage (As shown in Fig 1)	\$400 +GST for 3 months (min period)	\$550+GST for 3 months (min period)	Advert image or logo (246 x 222 pixels or 6.5 x 5.84cms)
	\$500 +GST for 6 months (min period)	\$750+GST for 6 months (min period)	Advert image (246 x 222 pixels or 6.5 x 5.84cms)

* Location will be discussed with the advertiser so that placement is to the best advantage of their specific product or service.


Advertising at Events

Advertising at our workshops and conferences is typically through sponsorship of the event itself. Sponsorship can be for catering at morning, lunch or afternoon breaks or for social activities depending on the nature of the event.

Display space is also available. Interested suppliers should contact executive@bioenergy.org.nz or the event organiser prior to the event to discuss their requirements. Detailed information on sponsorship and display space options are in 'BPP16 Sponsorship displays and posters at Bioenergy Association events' document found on the Bioenergy Association website here www.bioenergy.org.nz/promote-yourself-with-us.

Advertising in the Bioflash newsletter

The Bioflash newsletter is published on average 10 times per year. Generally, the newsletter is issued as and when there is news or information to report to members. The Bioflash does not have a set publication date, which enables advertising requests to be accommodated where possible.




Bioflash newsletter sample

The Bioflash newsletter is published on average 10 times per year. Generally, the newsletter is issued as and when there is news or information to report to members. The Bioflash does not have a set publication date, which enables advertising requests to be accommodated where possible.

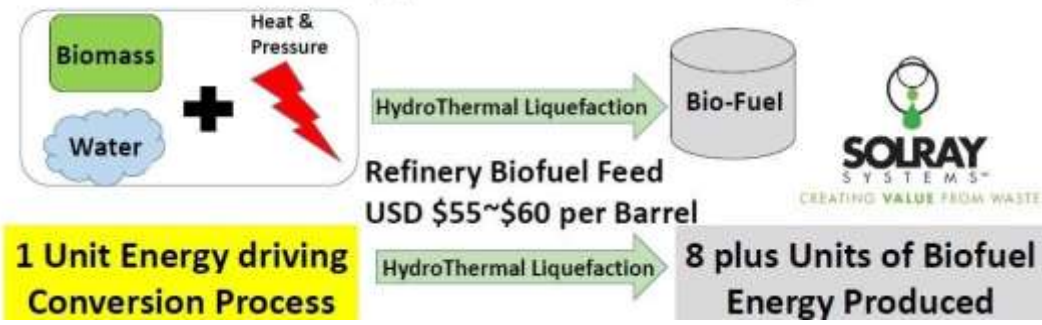
Advertising rates for the newsletter.		
Size (h) x (w)	Cost (members)	Cost (non-members)
Advert image (4.5cm x 4cm or 2cm x 7.5cm); (as shown overleaf) Prominent placing	\$75+GST for one issue	\$100+GST for one issue
Advert image (6cm x 4cm or 2cm x 13cm); (as shown overleaf) Prominent placing	\$100+GST for one issue	\$150+GST for one issue
Advert image (4cm x 4cm or 2cm x 7.5cm); (as shown overleaf). Prominent placing	\$200+GST for 10 issues	\$300+GST for 10 issues
Advert image (6cm x 4cm or 2cm x 13cm); (as shown overleaf) Prominent placing	\$300+GST for 10 issues	\$400+GST for 10 issues
Other sizes, multiple entries and additional text /sound-bite / promotional text to accompany the logo	Prices available on request.	

Fig. 2: Bioflash advertising rates

Following are sample advert image sizes (HxW) for publication in the Bioflash newsletter

<p>Image / Video plus content Image size 200x115 pixels</p>	<p>Member: \$75 + GST Non-member: \$100 + GST</p>
<p>Climate Leaders Coalition on a mission to reduce emissions using biomass (video)</p> <p>The Climate Leaders Coalition video showing Fonterra transition from coal for process heat by using biomass fuel reinforces that New Zealand business are serious about tackling climate change and see a strong role for biomass energy.</p>	 <p>Click here to view video</p>

<p>Image / Video plus content Image size 200x226 pixels</p>	<p>Member: \$100 + GST Non-member: \$150 + GST</p>
	<p>Hitachi Zosen INOVA</p> <ul style="list-style-type: none"> • Waste is our Energy • Engineering is our Business • Sustainable Solutions are our Missions <p>For more details contact</p> <p>E: info@hz-inova.com</p> <p>W: www.hz-inova.com</p>

<p>Image / Video plus content Image size 400x140 pixels</p>	<p>Member: \$100 + GST Non-member: \$150 + GST</p>
<p style="text-align: center;">The Diagen Circular Economy</p>  <p style="text-align: center;">Contact Chris Bathurst: chris@solventrescue.co.nz</p>	



The Toploader arrives in New Zealand and Australia - a new product has hit the wood energy market, and its called the "Toploader". It is manufactured by Javo International in Holland, and is delivered by Living Energy Ltd.

[Click here for more details](#)

Most issues of the Bioflash are sent free to selected non members when there are items of specific interest which we wish to bring to their attention. Approximately 680 individuals received each issue of the Bioflash. The total number of contacts within New Zealand and Australia who have indicated an interest in bioenergy and may be approached on a specific item is around 2800 and growing.

Contact admin@bioenergy.org.nz for upcoming Bioflash publication dates, there is reasonable flexibility in the timetable to meet any specific needs. The association welcomes news about specific services or products. There is no cost for placing a news piece or article in the Bioflash newsletter.

Job adverts, dedicated mail outs and other advertising

The Bioenergy Association is keen to support its Members promote vacancies and project successes. Position vacancies can be advertised through the website, and Bioflash newsletter.

Text is limited to 200 words for employment opportunities.

Bioenergy Association website	one month placement, includes company logo, position and contact details	\$200+GST (Members), \$300+GST (non-members)
Supplement to Bioflash	sent out once	\$350+GST (Members), \$500+GST (non-members)

Renewable Energy Adviser – VSA

Close date: 7 July 2019 | Location: Suva, Fiji

As the ideal volunteer you will work to identify potential sources of renewable energies, and build awareness of bio-gas generation. You'll be working with SPC staff and government officials around the Pacific and the energy sector.



This assignment will involve supporting the SPC to identify countries that have the potential to generate bio-gas at a commercial level, as well as collating and analysing renewable energy data. You will also provide technical advice, review project proposals and oversee training of SPC staff, all of which will make a huge difference to the success of SPC's upcoming work.

VSA assignments provide a unique opportunity for professional development by sharing your skills to help build thriving communities in the Pacific and beyond. This is a two year assignment based in Suva.

[See job description here](#)